## **IN THE ABSTRACT**

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## **Abstract**

A method for application of compositions onto non-woven webs, such as paper webs, and to products made from the process. In general, the method includes applying a composition to a non-woven web using a non-impact printer, such as an ink jet printer. The composition is applied, in one embodiment, as droplets that remain as discrete shapes on the substrate. In this manner, treated areas and untreated areas are formed on the web. Through this process, the water absorption and control properties of the web can be adjusted as desired while simultaneously treating the web with a composition that improves the physical properties of the web, improves the chemical properties of the web and/or can provide a benefit to a user if transferred from the web.